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With 'MK Tribute Wall', MK Jewels turns its stores into spaces where customers feel emotionally connected

MUMBAI

Through organic content generated by customers, the brand created a unique in-store experience. The MK Tribute Wall became a physical representation of shared emotions, a space that allowed customers to read heart-felt tributes paid by others to various women

(RJ Exclusive)

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By sponsoring National Women's Conclave 2025, NAC Jewellers reaches out to women leaders and entrepreneurs

CHENNAI

Jewellery played a central role at the event, with NAC Jewellers curating statement pieces for speakers and panelists, emphasizing its handcrafted designs. Attendees had the opportunity to explore the brand's collections up close, leading to several sales enquiries

(RJ Exclusive)

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Sara Gandevikar Jewellers hosts women-centric painting competition, promotes folk art on Women's Day

VADODARA

The themes were 'Mata Ni Pachedi', Gond art and Madhubani art, all distinct folk-art styles that symbolize the power and grace of womanhood, which suitably represented the occasion. The event gave women artists in Vadodara a solid platform

(RJ Exclusive)

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Kothari Jewellers returns as title sponsor for JITO Jabalpur Cricket League 2.0, after successful inaugural year

JABALPUR

With an expected audience of over 5,000 people over four days, the jeweller aims to keep the crowd engaged through lucky draws, gold coin giveaways and exclusive jewellery-related prizes, to foster a connection with the brand

(RJ Exclusive)

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At Kensho Lit Fest 2025, KevaBox aims to strengthen its connect with younger consumers

MANGALURU

The brand's participation in the festival aligned with its vision of targeting modern, independent college-going women who seek minimalistic precious jewellery, and also allowed it to collect a database of potential customers in the lightweight jewellery segment

(RJ Exclusive)

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DC Jewellers honours cleaners for keeping the city spick and span through 'Indore ke Gehne' event

INDORE

Indore has been named the cleanest city of India for seven consecutive years in a row. The event, conducted in association with MY FM, saw the participation of more than 250 cleaners from the city
(RJ Exclusive)

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HEAD OFFICE : MUMBAI

BRANCH OFFICE : CHENNAI - KERALA



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Batukbhai Jewellers takes to 'A Day at the Farm' to engage target audience of mothers and children

NAGPUR

The brand welcomed the opportunity to support an educational initiative rather than the usual entertainment-based events. It also subtly promoted its range of kids' jewellery and ensured high brand visibility at the open-air event

(RJ Exclusive)

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8605500025

Shingavi Jewellers' annual 'Thrill of the Hunt' event sees surge of new participants this year

AHMEDNAGAR

About 70% of the 300 participants were new to the activity, according to the brand, indicating that it is reaching a wider audience. All participants had to visit the flagship store along with their partners to register for the event, ensuring organic footfalls

(RJ Exclusive)

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40
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Lala Purshottam Das Jewellers celebrates its 40th anniversary with mega lucky draw campaign

KANPUR

The campaign has already seen three lucky draws, with one remaining to be held, followed by the grand mega draw at the end with a Hyundai car as prize. It has boosted revenue and significantly increased footfalls

(RJ Exclusive)

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#HasiruSankalpa: Abaran joins hands with ISKCON's green initiative in Mangaluru through its philanthropic arm

MANGALURU

Besides the Hasiru Sankalpa project, the Akshaya Patra mid-day meal programme for underprivileged schoolchildren, run by the Akshaya Patra Foundation, a non-profit trust of ISKCON, has also been expanded to Mangaluru with Abaran Foundation's sponsorship

(RJ Exclusive)

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Archana Aggarwal Timeless Jewellery brings out the importance of heirlooms through stories told by women

NEW DELHI

At a Women's Day event, the brand encouraged attendees to share personal narratives to bring out the emotional value of the heirloom pieces they pass down. The event generated enquiries about custom pieces by the brand

(RJ Exclusive)

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Celebrating the
power of Women

#SheForHer



“Queens Fix Each
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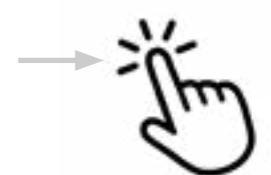
She for Her

#SheForHer: Senco Gold & Diamonds’ ad campaign highlights essence of solidarity among women

KOLKATA

The four-video series launched ahead of Women’s Day featured four remarkable women, who educated and inspired other women to take control of their financial well-being, understand their rights and break barriers in professional spaces

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Our 20th anniversary edition, the first of 2025, is finally here!

For two decades, our relentless pursuit of the latest trends reshaping the industry, new ideas that provide a competitive edge, and best practices that establish new standards of excellence have kept us at the forefront of reflecting the industry transformations while empowering retailers to keep pace with its changing dynamics. Clearly, introducing several new sections is the most fitting way to commemorate this milestone edition.

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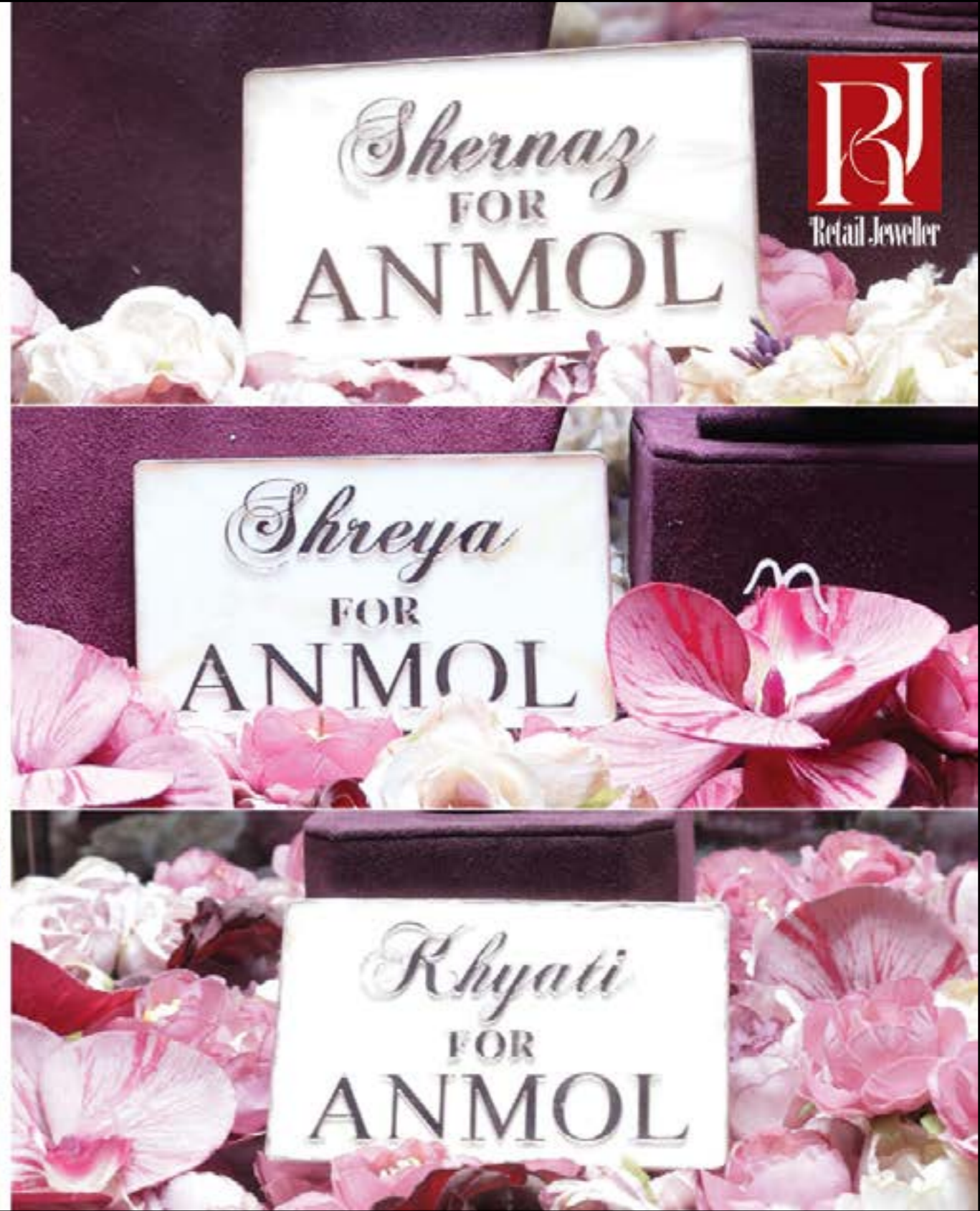
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#CelebratingAnmolWomen: Anmol Jewellers' latest campaign is all about collaboration with its own clients

MUMBAI

The campaign features three of the brand's clients, who worked with its design team to create unique pieces of jewellery that reflect their individual stories. The jeweller hosted an event where the women unveiled their creations and spoke about them

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Poathy Swarna Mahal ventures into e-commerce to drive sales as it gears up for potential IPO, says report

CHENNAI

The upcoming e-commerce portal is based on the insight that most customers explore jewellery online before they buy in-store. It is set to launch in the next two months. The jeweller aims to drive 20% of total sales through digital channels in future

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Tanishq inaugurates its fifth and sixth stores in the United States at Seattle and Atlanta

ATLANTA

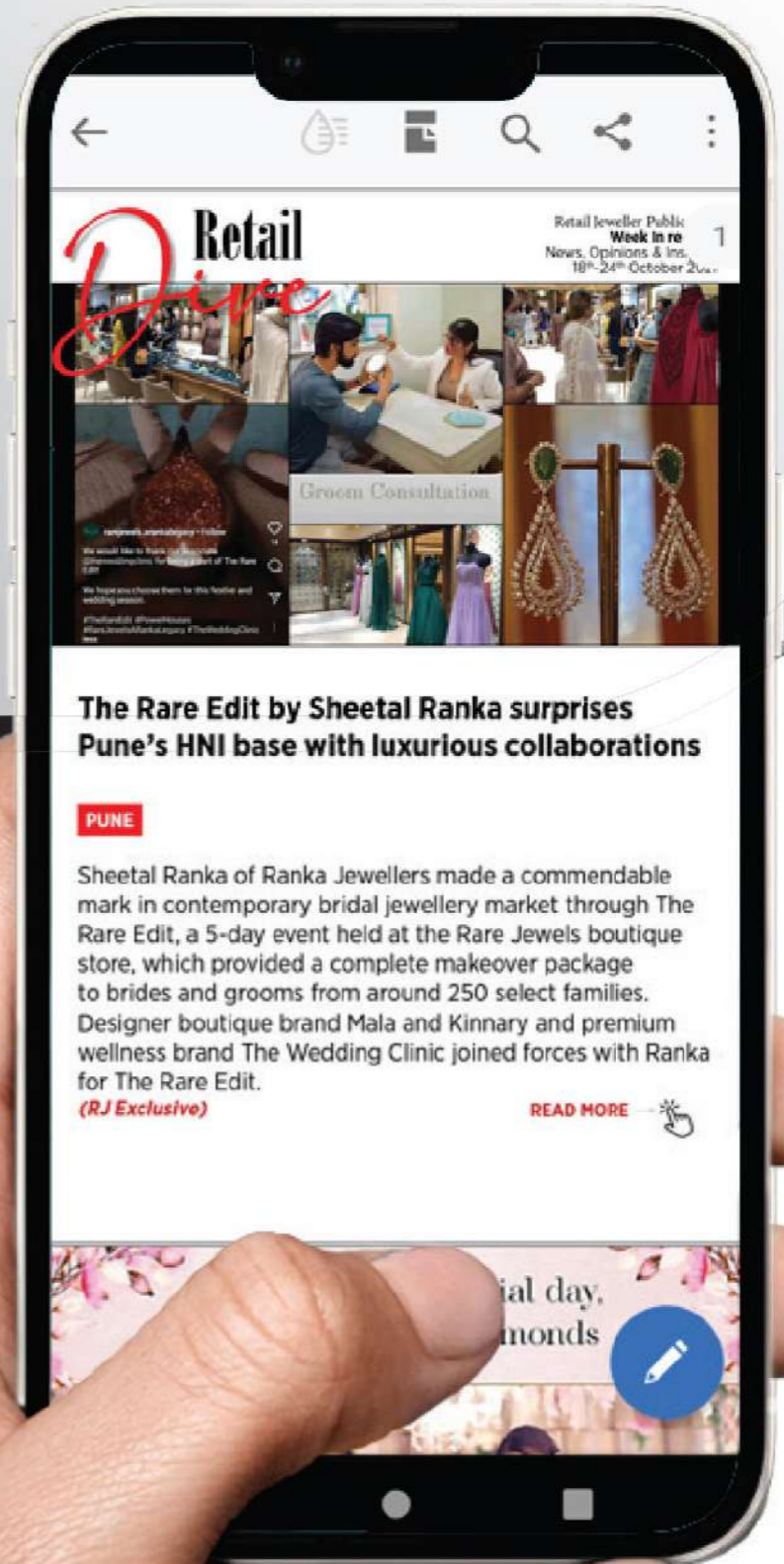
The stores feature extensive collections catering to South Asian traditions and contemporary American tastes. This expansion marks a significant milestone in the brand's North American journey, with its earlier stores located at New Jersey, Houston, Dallas and Chicago

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Malabar Gold & Diamonds aims to distribute more than 2,50,000 Iftar meals across 13 global markets for Ramadan

DOHA

The meals will be distributed in partnership with embassies, NGOs and government bodies in each market. The Hunger-Free World project has been a key initiative since the company's establishment in 1993, and efforts to eradicate hunger are intensified during Ramadan

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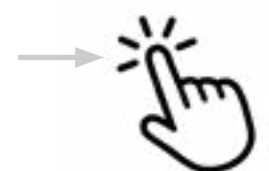


#IIFA2025: Bollywood stars shine on the Jaipur green carpet with exquisite jewellery selections

JAIPUR

At the event, celebrity sightings leaned into regal polki, pearl creations and diamond chokers. Jewellery houses such as Birdhichand Ghanshyamdas Jewellers, Tallin Jewels and Tribe by Amrapali played a pivotal role in curating show-stopping looks at the IIFA 2025 Awards

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